



News Release

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FOR IMMEDIATE RELEASE

NABCA Releases Control States Nine-Liter Spirits Sales for June

Control State results for nine-liter beverage sales for June 2014

ALEXANDRIA, VA (July 21, 2014)-- During June, nine-liter spirits case sales in the control states grew 3.0% compared to same period sales last year. June's sales were brisk, partially facilitated by a weak comp. Rolling-twelve month volume growth of 1.8% eclipsed May's 1.0%. Iowa, Idaho, Maine, Michigan, Mississippi, Montana, New Hampshire, Oregon, Utah, West Virginia, and Wyoming reported monthly growth rates exceeding their twelve month trends.

Control state spirits shelf dollars grew 5.5% during June while trending at 4.6% during the past twelve months. Iowa, Maine, Michigan, Montana, New Hampshire, Oregon, Pennsylvania, Utah, West Virginia, and Wyoming reported growth rates that exceeded their twelve month trends.

Price/Mix for June was 2.5%, down slightly from May's 2.7%.

H1 spirits volumes in the control states grew this year at 1.9% versus 0.5% last year; shelf dollars grew at 4.6% and 3.4% during the same periods.

During June, Irish Whiskey, with 0.9% share of the control states spirits market, was the fastest growing category with 9.3% reported and a twelve month trend of 10.0%. Vodka, with 33% share, grew during the same periods at 3.1% and 1.7%. Canadian Whiskey, Cocktails, Cordials, Domestic Whiskey, Gin, Rum, Scotch and Vodka grew at rates exceeding their twelve-month trend.

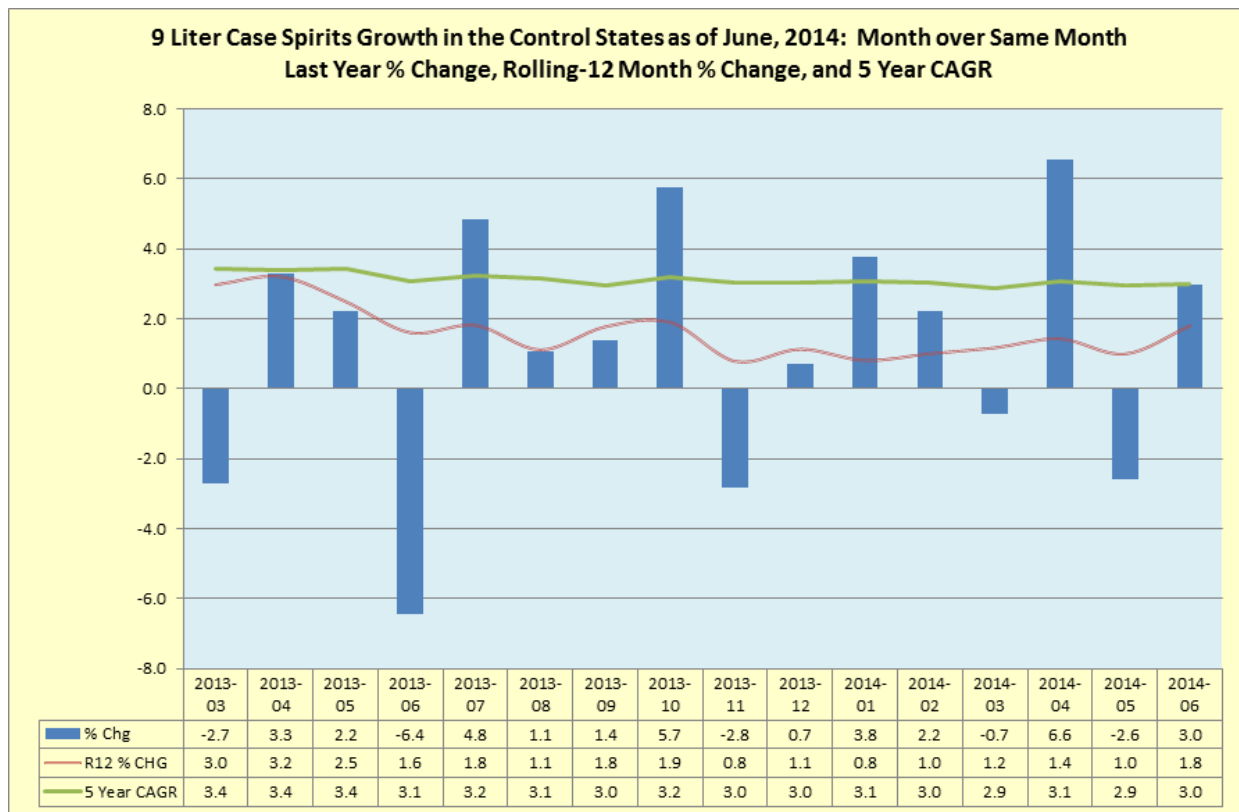
June's nine-liter wine case sales growth rate was 4.3%. Pennsylvania, New Hampshire, Utah, Mississippi, Montgomery County Maryland, and Wyoming reported 1.5%, 8.4, 6.5%, 6.8%, 6.7%, and 15.5%, respectively. Rolling-twelve month wine volume growth was 2.0%, more than trebling May's 0.6%.

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Alabama | Idaho | Iowa | Maine | MD - Montgomery County | MD - Worcester County | Michigan | Mississippi | Montana
New Hampshire | North Carolina | Ohio | Oregon | Pennsylvania | Utah | Vermont | Virginia | West Virginia | Wyoming

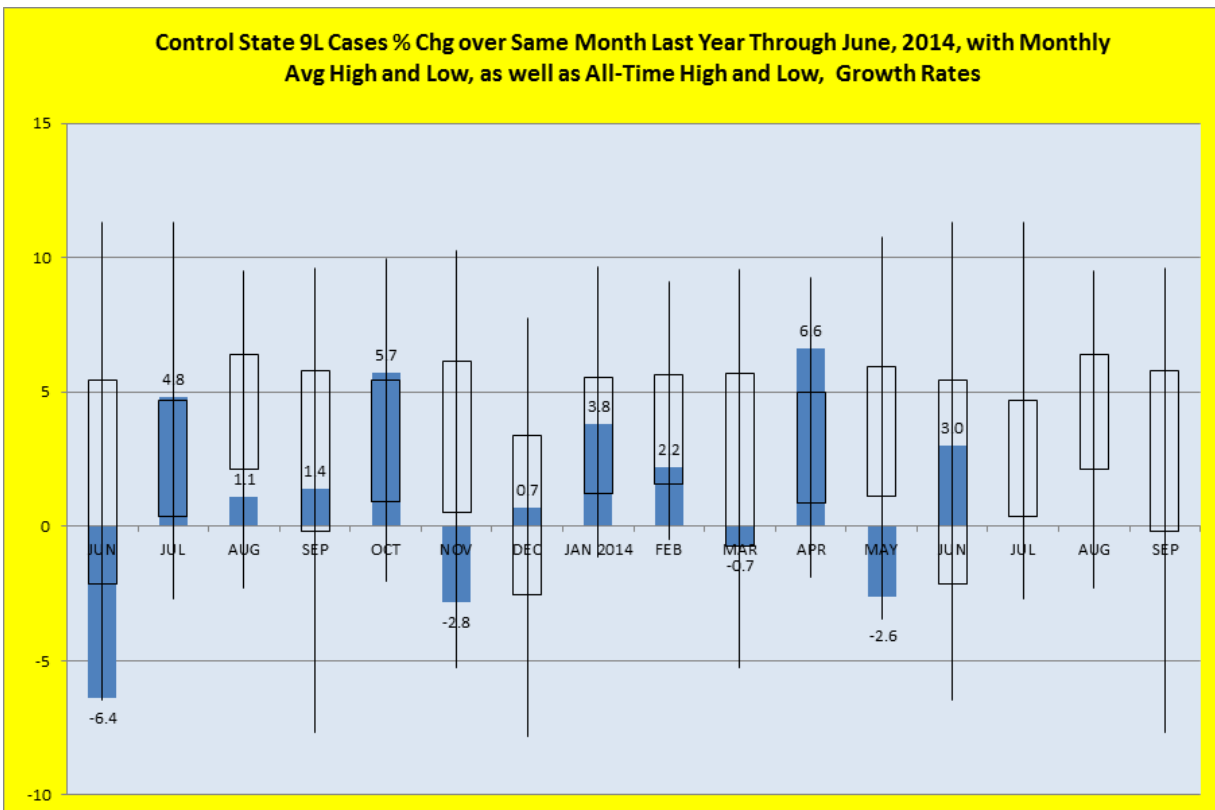
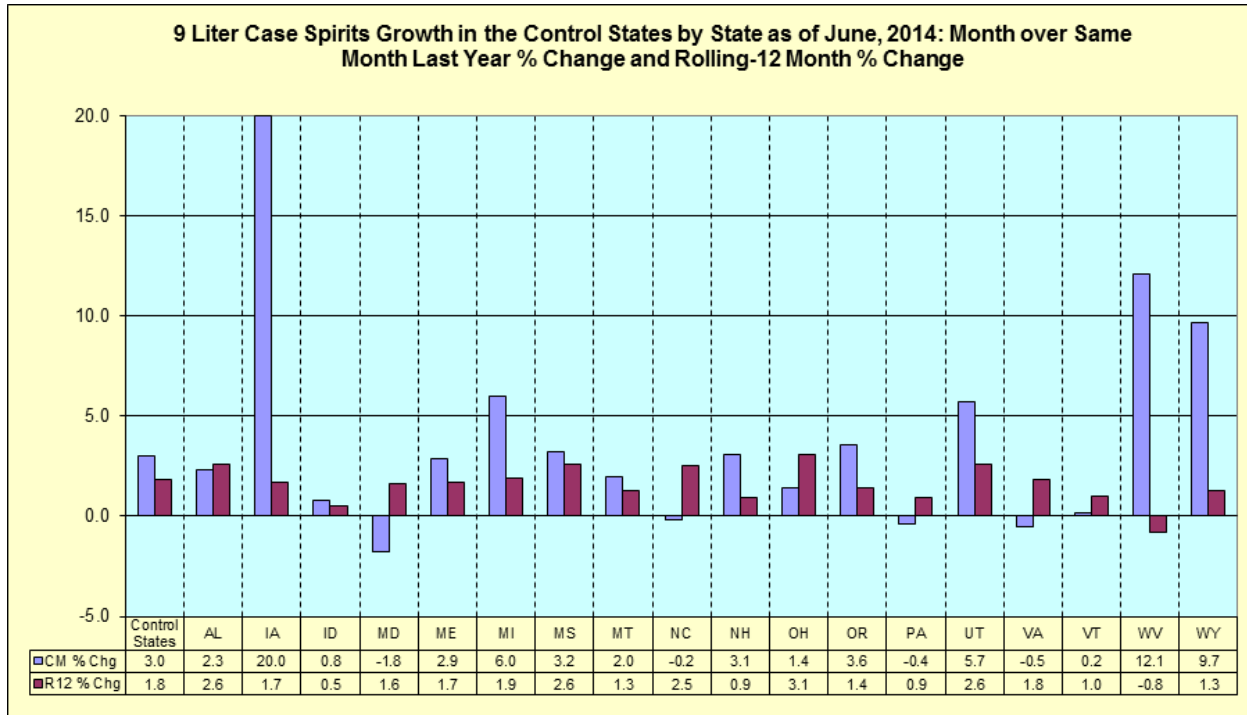
	9L Cases CM % Chg	Shelf \$ CM % Chg	Price/Mix	Control States
Total Control States	3.0	5.5	2.5%	
Central Region	4.2	7.3	3.1%	IA, MD, MI, OH, PA, WV
NE Region	2.8	4.7	1.9%	ME, NH, VT
NW Region	3.9	5.8	1.9%	ID, MT, OR, UT, WY
Southern Region	0.6	2.7	2.1%	AL, MS, NC, VA



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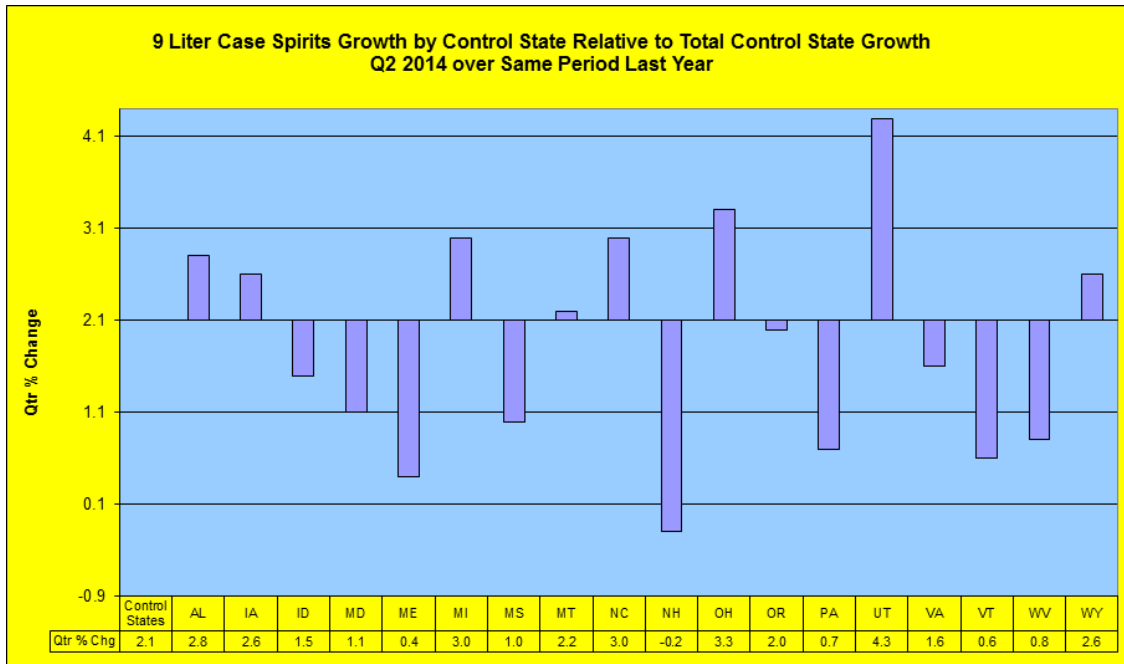
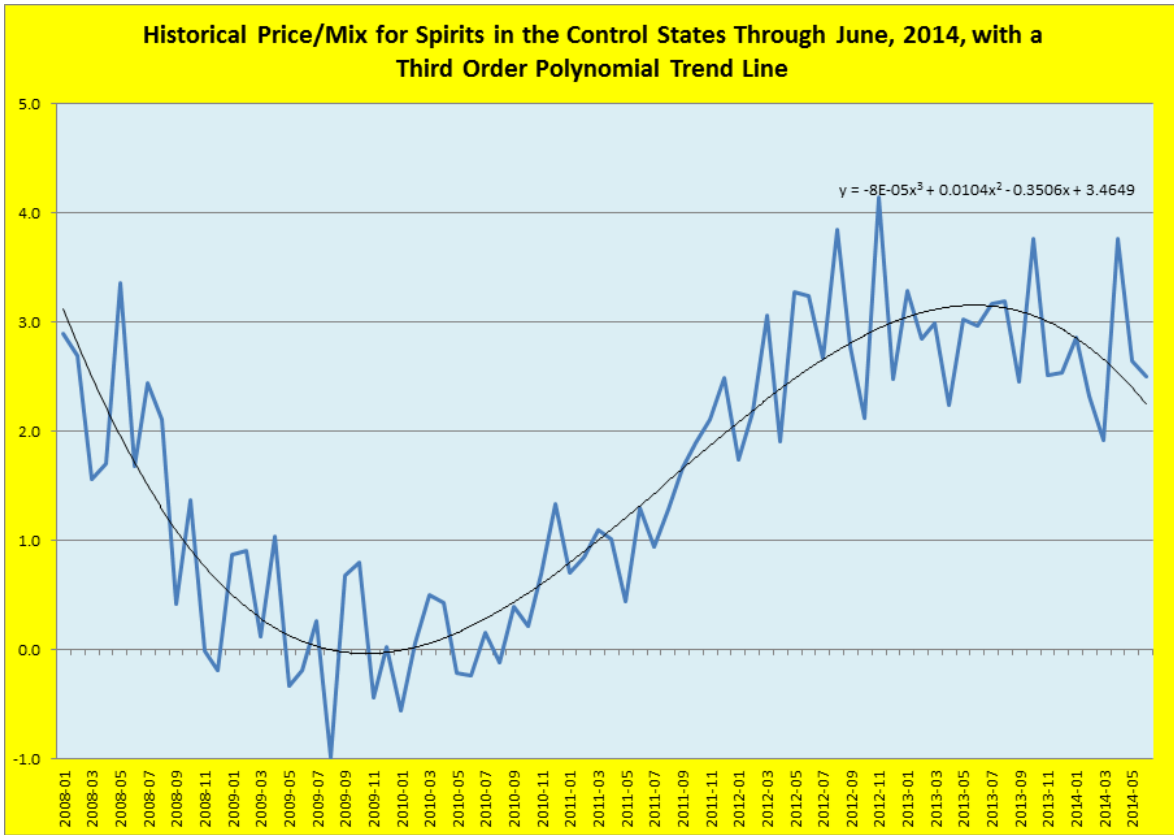
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For more information about the NABCA, visit www.nabca.org.

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ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

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